

POST GRADUATE DIPLOMA IN MANAGEMENT - EXECUTIVE

15 months full time AICTE approved programme



K J Somaiya Institute of Management Studies & Research,
Mumbai, India

Programme Highlights

- 15 months full time AICTE approved programme since 2011.
- Intake: 60 seats.
- General Management Programme on the lines of globally proven MBA programmes as delivered in US and European Business schools.
- Structured around the unique leadership and organizational challenges emanating from the VUCA environment that companies today operate in.
- Two major areas of emphasis for this course are Leadership and Strategic Focus.

Programme Highlights (contd..)

- Participants of this course have 5+ years of corporate experience
- Graduates with minimum 50% aggregate marks from any recognized university
- Should have appeared for Qualifying Test: CAT/ XAT/ CMAT/ GMAT
- The courses offered are reviewed by subject boards of different subjects.
- Subject boards comprise of industry experts and experienced academicians.
- It makes the programme up-to-date and relevant for industry.
- Pedagogies involved include classroom sessions, simulations, case studies, workshops, industry visits, etc.

Cornerstones of the programme

- The Post Graduate Diploma in Management - Executive is the flagship programme offered by K.J. Somaiya Institute of Management Studies & Research for experienced professionals.
- The programme focuses on inculcating leadership and strategic focus in the learners.
- It has an illustrious history of students who have made a name for themselves in the corporate world, both in India and abroad.

Objectives of the Programme

- Enhance more effective decision making at the General Management level to give you increased confidence to take on challenging general management roles
- Develop an intense understanding how to “**Manage Value**”
- Will deliver a sound grounding in key Business management disciplines so essential for general management decision-making
- Will give you holistic and integrated view of the general management process

Learning Goals of the Programme

- Programme Specific Goals
 - Leadership & Strategy

- General Programme Goals
 - Management knowledge
 - Critical thinking
 - Communication skills
 - Team orientation
 - Global awareness
 - Ethical responsibility

Programme Structure

- The programme is of 15 months duration.
- Divided into five trimesters.
- Each trimester is of approximately 12 weeks.
- Trimester 3 is a summer internship.

List of Courses, Batch: 2019-20

Trimester I

S. No.	Subjects	Sessions	Marks
1	Business Perspectives in the Global Context	20	100
2	Entrepreneurship & Managing New Ventures	20	100
3	Strategic Marketing Management	20	100
4	Financial Reporting & Accounting Standards	20	100
5	Cost Modeling & Strategic Cost Management	20	100
6	Global Supply Chain Management & Operations	20	100
7	People & Performance Management	20	100
8	Strategic Talent Management	20	100
9	IT for Management	20	100
10	Managerial Economics	20	100
11	Quantitative Techniques in Management	20	100
12	Foreign language	20	0
	Total	240	1100

List of Courses, Batch: 2019-20

Trimester II

S. No.	Subjects	Sessions	Marks
1	Business Law & Ethics	20	100
2	Strategic Management	20	100
3	Business Development	20	100
4	Country Analysis for Global Marketing	20	100
5	Corporate Finance and Valuation	20	100
6	Financial Markets & Institutions	20	100
7	Problem Definition and Data Analysis	20	100
8	Competencies & Performance Management	20	100
9	Enterprise Architecture	20	100
10	Economic Environment of Business	20	100
11	Foreign language	20	0
	Total	220	1000

List of Courses, Batch: 2019-20

Trimester III

S. No.	Subjects	Sessions	Marks
1	Industry Internship		100
	Total		100

Trimester IV

S. No.	Subjects	Sessions	Marks
1	Strategic Management Simulation	30	100
2	Strategic Brand Management	20	100
3	360 Degree Integrated Marketing Communication	20	100
4	Investment Management	20	100
5	Mergers, Acquisitions & Corporate Restructuring	20	100
6	Big Data Analytics	20	100
7	Strategic Leadership & Change Management	20	100
8	Leadership Incubator	20	100
9	Cloud Computing	20	100
10	International Finance	20	100
11	Digital Project Management	10	50
12	Design Thinking	10	50
13	Foreign language	20	0
14	Master's Thesis	0	0
	Total	250	1100

List of Courses, Batch: 2019-20

Trimester V

S. No.	Subjects	Sessions	Marks
1	Corporate Strategy & Implementation	20	100
2	Digital Marketing	20	100
3	Project Finance	20	100
4	Strategic Risk Management	20	100
5	Data Modeling & Decision Making	10	50
6	Operational excellence (TQM, BPR, Benchmarking)	10	50
7	HR & Management Consulting	20	100
8	Foreign Language	20	100
9	Master's thesis	0	100
	Total	140	800

Learning Methodology

- The pedagogy comprises of diverse tools.
- The teaching-learning process lays emphasis on peer group learning.
- The Institute has subscribed to Harvard case studies and various research databases to enable excellent thought provoking industry oriented inputs.
- The Institute has “Bloomberg” data base lab.
- Industry internship and research based Master’s thesis.

Courses delivery tools

- Extensive and interactive classroom lectures
- Case study analysis
- Spreadsheet applications
- Data analysis packages
- Student projects & presentations
- Field projects & visits
- Individual & group assignments
- Guest lectures, Conferences and Seminars
- Role plays
- Experiential learning initiatives
- Students can become members of various clubs and committees

Workshops

Besides these main courses, on a need basis, we have also structured some workshops viz Design Thinking, Business Analysis, Winning Negotiations and Decision Making, Labour Laws, Marketing Engineering, Advanced Logistic Tools, Shopper Experience Management, Six Sigma, Rural Marketing (including Offsite Workshop), Analyzing Equity using Technical Analysis, Corporate Planning & Budgeting, etc.

Thank You

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